6ixth
SIXTH STREET AUSTIN

FY 2012 Service Plan

INTRODUCTION

In 2004, property owners on East Sixth Street petitioned the City Council to establish the East Sixth Street Public Improvement District (PID). Owners incorporated as the non-profit 501(c)(6) organization, the Pecan Street Owners Association, and contracted with the City of Austin to manage the PID. In January 2008, the association began doing business as the 6ixth Street Austin Association (6ixth). In 2009, more than 60 percent of property owners representing 90 percent of the property valuation signed petitions to reauthorize the PID.

During the Fiscal Year 2012, 6ixth will continue with its work guided by the mission to make the East Sixth Street National Register Historic District a source of pride to the Austin community by:

- Advocating for the preservation and enhancement of the district's unique historic character;
- Creating a vibrant mixed use district so that locals and visitors a like will utilize its diverse offerings; and
- Making Sixth Street an important economic and cultural asset to the community for today and future generations.

SERVICE PLAN

The FY 2012 PID budget will total $135,880 based on City of Austin estimates of PID assessment collections and 6ixth estimates of fundraising.

FY 2012 Preliminary Budget Revenues	
PID Assessments at 90% Collection	$66,794
City of Austin Contribution	$43,500
Collected Assessment for 2011 less appropriated amount	$(5,255)
Earned Interest and Late Payments	$841
Funds Raised by 6ixth (memberships, donations, events)	$30,000
Total Revenue	**$135,880**

The mission is executed through four major program areas.

FY 2012 Preliminary Budget Expenditures (by Program Area)		
Infrastructure / Physical Environment (Clean, Historic, Systems)	$40,764	30%
Public Safety	$27,176	20%
Communication/Membership	$27,176	20%
Marketing / Fundraising / Econ Develop	$27,176	20%
Administration	$13,588	10%
Total	**$135,880**	**100%**

Program Descriptions

6ixth program areas are aligned with the recommendations of the Responsible Hospitality Institute's Report and Action Plan developed with the community's participation in the Hospitality Zone Assessment.

Infrastructure and Physical Environment (Focus on Historic, Clean and Systems) – 30%

Continue to coordinate strategies, plans and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. 6ixth will continue to lead the broad-based community committees on Infrastructure and Systems of Order in the E. Sixth Street District established through the Responsible Hospitality Institute consulting process. The focus will include efforts to:

- Clean the built environment (public and private space)
  - Clean and repair building facades, windows, etc.
  - Emphasize the historic appearance and value of buildings
  - Advocate for regularly cleaned sidewalks
  - Encourage higher standards of private signage and ATM placement
  - Promote incentives, such as a façade loan program, to encourage participation and to raise standards
- Improve systems of order to unify the district
  - Public area lighting (tree lighting)
  - Signage and Banners
  - Gateways
  - Transportation systems (taxis, valets)
  - Vendors
  - Public Restrooms
- Continue to advocate for longer-term improvements
  - Develop a specific consensus plan and identify funding for Sixth Street streetscape that respects the historic nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
  - Fully engage in the implementation phase of the Downtown Austin Plan
  - Integrate the Sixth Street District vision into the Waller Creek District Designs
  - Coordinate with City on infrastructure upgrades, such as utility lines and alleys

Public Safety – 20%

Continue to work directly with the City to identify and express the issues and barriers facing E. Sixth Street. 6ixth will also work directly with the DAA, the APD and others to address the issues of public safety, order and evening management of the street. 6ixth will continue to lead the broad-based community committee on Public Safety in the E. Sixth Street District established through the Responsible Hospitality Institute consulting process. The focus will include efforts to:

- Expand safety partnerships in the public and private sectors
- Continue addressing homeless services and related safety issues
- Reduce panhandling and other quality of life issues affecting the district
- Reduce the negative impacts of barricading and street closures
- Advocate for a neighborhood watch program that can work in concert with community policing patrols and circulation
- Raise the bar on standards to reduce risks and encourage responsible operations within the entertainment district

Communications/Membership – 20%
Continuously improve communications methods for effective interaction with members and stakeholders, including the following methods:

- Monthly e-mail newsletters
- Forums (informational and educational meetings)
- Regular committee meetings
- Special-topic meetings
- Annual membership meeting
- Ongoing outreach to owners & operators
- Website updates
- A robust database
- Membership program expansion for non-property owners with an interest in the district

Marketing/Fundraising/Economic Development – 20%
Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Continue to collaborate with the Downtown Austin Alliance, City of Austin and individual property owners to implement a retail strategy for E. 6th Street
- Promote the district as a whole with the "6ixth" brand, and events that bring a diverse market to and leverage the historic nature of the district
- Share information and tools with property and business owners to help diversify the district mix
    - Encourage business-to-business mentorships
    - Host forums for business success, education and self-enforcing standards
    - Promote existing resources and incentives for business success
    - Serve as an ombudsman for businesses and property owners within the district
- Pursue financial sustainability to increase resources and effectiveness
    - Produce new events and help add value to current events within the district
    - Develop and maintain current partnerships with other organization and businesses for promotional and funding opportunities
    - Improve the district's common area management, such as sidewalk vendors, parking and valet parking options

Administration – 10%
Program expenses include overhead charges allocated in proportion to staff time.

SUMMARY

The East Sixth Street Public Improvement District is a professionally managed area of downtown Austin that continues to face a myriad of challenges that are common in many similar entertainment districts. The area is well branded, even internationally. With the focused efforts proposed in this service plan E. Sixth Street will continue progress toward realizing the vision of a vibrant, mixed-use historic district offering live music and entertainment that is a source of cultural and economic pride for Austinites.